



Center for Plain Language

Make it clear

How do I create a plain language culture in my corporation?

Panelist Biographies



Hope S. Brooks, Senior Patient Experience Consultant, Atrium Health

I know that health care can be confusing, and I believe patients and family members deserve to understand their care. I lead health literacy initiatives at Atrium Health. As a Certified Patient Experience Professional through the Beryl Institute, I specialize in plain language writing and clear communication strategies. I am also a fellow of the Health Literacy Leadership Institute at Tufts University School of Medicine.

I have a Master's Degree in Public Health (Health Promotion and Education) and an Educational Specialist degree in Counselor Education.



DeAnn Wright, Director, Content Strategy and Design, Juniper Networks

I started my professional career as a technical writer, then moved into content marketing, content strategy, and UX writing. I enjoy taking complicated subjects and making them easy to understand.

As the Director of Content and Design at Juniper, I manage the UX design, content strategy, editorial, illustration, and video content teams. I also spent 12 years at eBay, where I directed the global content

team including help and UX content. Before that, I led content teams at Fairchild Semiconductor and Novell.

In my current role, I coach writers on how to create product documentation that is easy for customers to understand. I believe that our content should sound like it was written by, and for, a human. It needs to be natural, purposeful, and credible. Well-written documentation engages customers to increase sales and reduce customer support calls.



Christina (Chrisy) Bilot, Experience Design Team Leader, RocketPro TPO

I am an Experience Design Team Leader serving Detroit-based Rocket Mortgage, the nation's largest mortgage lender. In this role, I lead a team of designers and writers who are responsible for creating best-in-class experiences for mortgage brokers who partner with the company. When I'm not focused on all aspects of a mortgage broker's experience, you'll find me spending time with my husband and dogs or building puzzles.

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